

TIPS ON MAINTAINING YOUR ONLINE PROFILE AS AN ATTORNEY

CREATE ONLINE PROFILES

Creating profiles on different platforms can make you more accessible to clients. You can use social media such as LinkedIn or Google Profile or online services like Yelp.



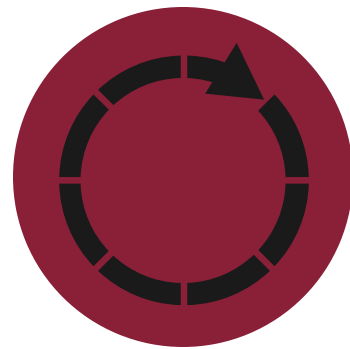
MANAGE PROFILES AND REVIEWS

Interact with your clients online. Respond to both negative and positive comments. Saying "Thank You" or asking unsatisfied clients to contact you to address their concerns can go a long way.



KEEP PROFILE INFORMATION UPDATED

Make sure your profiles are reviewed regularly and updated appropriately. Potential new clients will quickly move on if contact information isn't reliable.



MAKE SURE IMAGES ARE CRISP AND CLEAN

Seems like a no-brainer, but it can be tough to get just the right image and clarity without graphic support. Make sure all images you use are crisp and clean to present you and your firm in the best possible light.



MONITOR YOUR TRAFFIC

Monitor the traffic and review the feedback to your online profiles. It will help you learn what your clients like and what they don't so you can adjust your profiles as needed.

